

**CLAIMS**

What is claimed is:

- 5 1. A method for enabling product sales for products associated with a user display screen presentation to a viewer, said method comprising:
- 10 providing a presentation signal to a viewer, said presentation signal being selectively operable to effect a presentation on a display screen of a viewer, said presentation including interactive commercial segments for presenting products available for purchase;
- 15 receiving a purchase input from said viewer within a predetermined time period following a beginning of one of said commercial segments, said purchase input indicating a viewer command to purchase a selected one of said products; and
- 20 storing indicia representative of said purchase in a first designated user memory location.
- 25 2. The method as set forth in claim 1 and further including:
- periodically reading said designated user memory location by a provider of said presentation signal;
- detecting said indicia; and
- 30 processing said purchase in response to detecting of said indicia.

3. The method as set forth in claim 2 wherein said processing includes effecting a delivery of products specified by said purchase.

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4. The method as set forth in claim 1 and further including billing said viewer by said provider of said presentation signal in response to said purchase input.

10 5. The method as set forth in claim 4 wherein said billing further includes:

getting stored purchase inputs for a billing period;

15 determining a first charge for purchases corresponding to said stored purchase inputs;

determining a second charge for providing said presentation signal for a corresponding period of time; and

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combining said first charge and said second charge to provide a total charge for said corresponding period of time, said total charge being billed to said viewer by said provider of said presentation signal.

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6. The method as set forth in claim 1 wherein said products are software program products.

7. The method as set forth in claim 6 and further including:

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downloading at least one of said software program products to a second designated user memory location.

8. The method as set forth in claim 7 wherein said  
downloading of said software program products is  
accomplished prior to a presentation of a related one of  
5 said interactive commercial segments.

9. The method as set forth in claim 8 wherein said  
presentation includes feature segments separate from said  
interactive commercial segments, and wherein said  
10 downloading of said software program products is  
accomplished during a feature segment of said presentation.

10. The method as set forth in claim 7 wherein said  
downloading is accomplished in response to said purchase  
15 input made by said viewer.

11. The method as set forth in claim 10 wherein said  
presentation includes feature segments separate from said  
interactive commercial segments, and wherein said  
20 downloading of said software program products is  
accomplished during a feature segment of said presentation.

12. The method as set forth in claim 6 wherein said software  
program products comprise products for which payment is  
25 determined in accordance with a number of times a purchased  
product is played by said viewer, said method further  
including maintaining a memory of said number of times said  
purchased product is played during a billing cycle.

30 13. The method as set forth in claim 7 wherein said software  
program products are transferred from said second designated  
user memory location to a persistent storage memory location

after a purchase of said software program product is made by said viewer.

14. The method as set forth in claim 13 wherein said software program product is deleted from said second designated user memory location after said software program product has been transferred to said persistent storage memory location.

15. A storage medium including machine readable coded indicia, said storage medium being selectively coupled to a reading device, said reading device being selectively coupled to processing circuitry, said reading device being selectively operable to read said machine readable coded indicia and provide program signals representative thereof, said program signals being effective for enabling product sales for products associated with a user display screen presentation to a viewer, said program signals being selectively operable to accomplish the steps of:

monitoring a presentation signal being provided to a viewer display screen, said presentation signal being selectively operable to effect a presentation on said display screen, said presentation including interactive commercial segments for presenting products available for purchase;

receiving a purchase input from said viewer within a predetermined time period following a beginning of one of said commercial segments, said purchase input indicating a viewer command to purchase a selected one of said products; and

storing indicia representative of said purchase in a first designated user memory location.

16. The medium as set forth in claim 15 wherein said program  
5 signals are further effective for enabling a billing to said viewer by said provider of said presentation signal in response to said purchase input.

17. The medium as set forth in claim 16 wherein said billing  
10 further includes:

getting stored purchase inputs for a billing period;

15 determining a first charge for purchases corresponding to said stored purchase inputs;

determining a second charge for providing said presentation signal for a corresponding period of time; and

20 combining said first charge and said second charge to provide a total charge for said corresponding period of time, said total charge being billed to said viewer by said provider of said presentation signal.

25 18. The medium as set forth in claim 17 wherein said products are software program products.

19. The medium as set forth in claim 18 wherein said program signals are further effective for:

30 downloading at least one of said software program products to a second designated user memory location.

20. The medium as set forth in claim 19 wherein said  
downloading of said software program products is  
accomplished prior to a presentation of a related one of  
5 said interactive commercial segments.

21. The medium as set forth in claim 20 wherein said  
presentation includes feature segments separate from said  
interactive commercial segments, and wherein said  
10 downloading of said software program products is  
accomplished during a feature segment of said presentation.

22. The medium as set forth in claim 19 wherein said  
downloading is accomplished in response to said purchase  
15 input made by said viewer.

23. The medium as set forth in claim 22 wherein said  
presentation includes feature segments separate from said  
interactive commercial segments, and wherein said  
20 downloading of said software program products is  
accomplished during a feature segment of said presentation.

24. The medium as set forth in claim 18 wherein said  
software program products comprise products for which  
25 payment is determined in accordance with a number of times a  
purchased product is played by said viewer, said program  
signals being further effective for maintaining a memory of  
said number of times said purchased product is played during  
a billing cycle.

25. The medium as set forth in claim 19 wherein said  
software program products are transferred from said second

designated user memory location to a persistent storage memory location after a purchase of said software program product is made by said viewer.

- 5 26. The medium as set forth in claim 25 wherein said software program product is deleted from said second designated user memory location after said software program product has been transferred to said persistent storage memory location.

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27. An information processing system comprising:

a display device;

- 15 a control unit connected to said display device, said control unit including input terminal means arranged for receiving an input signal from a display signal provider, said display signal being selectively operable for providing a presentation on said display device, said presentation  
20 being comprised of interactive commercial segments and separate feature segments, said interactive commercial segments being designed for presenting software products available for purchase;

- 25 a user input device arranged to interact with said control unit, said user input device being selectively operable for providing user input to said control unit related to said interactive commercial segments whereby a user is enabled to indicate a purchase command to said control unit to purchase  
30 one or more of said products during one of said interactive commercial segments, said control unit further including means responsive to said purchase command for downloading a

software product corresponding to said purchase command through said input terminal means to a first user memory location during one of said separate feature segments of said presentation on said display device.

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28. The information processing system as set forth in claim 27 and further including means for downloading said software program product to said control unit prior to a presentation of a related one of said interactive commercial segments.

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